



King County

COMMUNICATIONS SPECIALIST III

DEPARTMENT OF NATURAL RESOURCES AND PARKS/PUBLIC AFFAIRS UNIT

Annual Salary Range: \$52,548 - \$66,608

Job Announcement No.: 04SN4165

OPEN: 3/29/04

CLOSE: 4/7/04

WHO MAY APPLY: This position is only open to all employees on the County payroll who fall within the following categories: current career service members of Local 117 Professional and Technical bargaining unit, career service employees, all other executive branch regular exempt employees, current probationary employees who achieved career service status in a previous position, temporary and term-limited employees. First consideration will be given to candidates in the first four categories.

WHERE TO APPLY: Required forms and materials **must** be sent to: **Susan Navetski, Human Resources Analyst, Director's Office, King County Department of Natural Resources and Parks, King Street Center Bldg., 201 South Jackson, Suite 700, Seattle, WA 98104. Phone: 206-296-3809, Fax: 206-296-0934, e-mail: susan.navetski@metrokc.gov** (Postmarks are NOT ACCEPTED.) **PLEASE NOTE:** Applications not received at the location specified above may not be processed.

FORMS AND MATERIALS REQUIRED: [King County Application](#), resume, supplemental essay detailing how your background and accomplishments match each one of the primary job duties and job qualifications as they are described in this announcement, and include writing samples of a brochure, or other outreach materials, a Web page, a marketing plan and a database you have created or managed.

WORK LOCATION: King Street Center Bldg., 201 South Jackson, Suite 700, Seattle, WA 98104.

WORK SCHEDULE: This full-time position is exempt from the provisions of the Fair Labor Standards Act, and is not overtime eligible. The 40-hour workweek is Monday through Friday.

POSITION PURPOSE: This position is responsible for developing and implementing key public awareness information in support of departmental and countywide policies and programs. The position, in the Director's Office Public Affairs group, writes and posts information on the Web, creates strategies and tools for Web-based outreach, leads strategic partnerships and marketing efforts including writing marketing plans, message development and design of collateral materials, facilitates integration of communication messaging and outreach efforts among divisional staff, with other county departments and in partnership with other government agencies, non-profits or private companies. It also plans and staffs communication/outreach events for the Executive's Office. Plans and creates booths and materials for public events. Position will serve as DNRP's expert on Web-based outreach communication.

PRIMARY JOB DUTIES INCLUDE: Following is a summary of the primary duties and responsibilities of the position:

- Plan, staff and coordinate DNRP outreach efforts, and as needed, support Executive Office outreach efforts.
- Write and edit text for the Web, create compelling Web pages or features as part of strategic messaging effort. Post text and graphics on department Web site.
- Lead development and implementation of strategic Web-based outreach programs including analysis of target audiences.
- Develop and implement marketing plans for division activities including budget and budget management, messaging, collateral materials and timelines.

- Create displays and booths to reach key target audiences, coordinate with divisions the use and staffing of displays and booths to deliver key messages supporting DNRP and county policies and programs.
- Serve as communications liaison to develop and maintain strategic partnerships with outside agencies and private partners in support of county outreach programs to include budget development, identifying and securing grants or matching funds, and coordinating messaging, advertising and collateral materials.
- Provide public outreach and public affairs support to DNRP, its divisions and the Executive office by planning, creating, implementing and analyzing results of outreach approaches and initiatives including development and management of surveys and databases.
- Provide internal consultation to division staff regarding messaging, marketing, graphics and layout of Web pages and printed materials including brochures, fliers, mailers, and banners. Serve as DNRP's expert on Web-based outreach communication.
- Make public presentations to targeted audiences to develop support of DNRP programs and policies while affecting citizen behavior change to benefit the environment.

QUALIFICATIONS:

- BA degree in communications, journalism, marketing or related field, or the equivalent combination of education and experience is required.
- 3-5 yrs progressive and recent experience in outreach activities for coalition building, citizen involvement and developing strategic partnerships for major public/private outreach campaigns.
- Recent experience developing and writing effective strategic communication and marketing plans and in managing/coordinating the campaigns resulting from those plans.
- Excellent Web skills including using HTML and ability to use related software to create visually compelling Web pages and collateral material.
- Possess strategic knowledge of trends and use of Web pages and Internet communication for public outreach purposes, including demonstrated recent experience writing and managing the development and strategic use of Web pages and Internet communications for public/private outreach campaigns.
- Highly adept at developing and using large databases, and in the strategic use of these databases.
- Demonstrated experience writing a marketing plan including budget, timeline, earned media messages and themes, and audience analysis.
- Manage all elements in the production of outreach materials from concept development to research, writing, design and production.
- Demonstrated experience working under numerous short deadlines on a daily basis in a high-pressure, high-profile environment.
- Demonstrated ability to perform all the primary job duties listed above.

UNION MEMBERSHIP: This position is represented by Local 117 Professional and Technical bargaining unit. The individual hired will be required to join this union.

Class Code: 2501300

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